



## USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 12/09 thru 12/15.

(prices in dollars per carton)

Fri. Dec 09, 2005

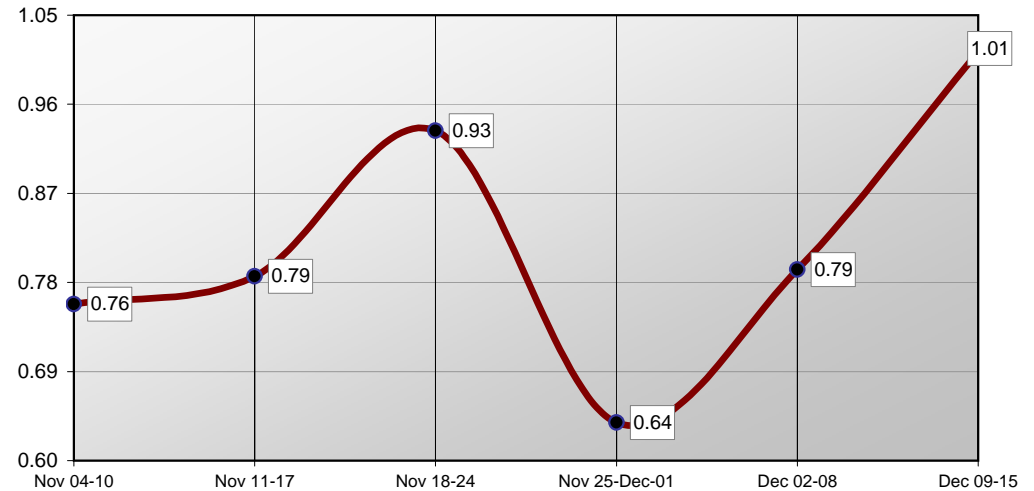
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		28.0% of 16,700 stores				31.9% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			1,030	1.46			950	0.84
	White 18 pack			820	1.21				
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	40	0.79	440	0.80	220	0.84	1,510	0.82
SPECIALTY	White 18 pack			560	0.99			670	0.99
	Brown 12 pack			160	1.67			200	0.99
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			380	3.76			210	2.94
	OMEGA-3								
LARGE	White 12 pack	110	1.99	930	2.39			170	2.24
	Brown 12 pack	390	2.20	600	2.26	560	1.99	560	1.99
	CAGE-FREE								
	White 12 pack								
	Brown 12 pack	310	2.25	1,710	2.29			930	2.08
	ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,050		3,550		Large Eggs on	
Specialty Shell Eggs				4,430		2,430		Dec-05-2005	
Total (including Medium)				7,560		6,300		488.6	
Special Rate 4/:				8.0%		6.9%		up 29%	

5/: Inventory in thousands of 30-dozen cases.

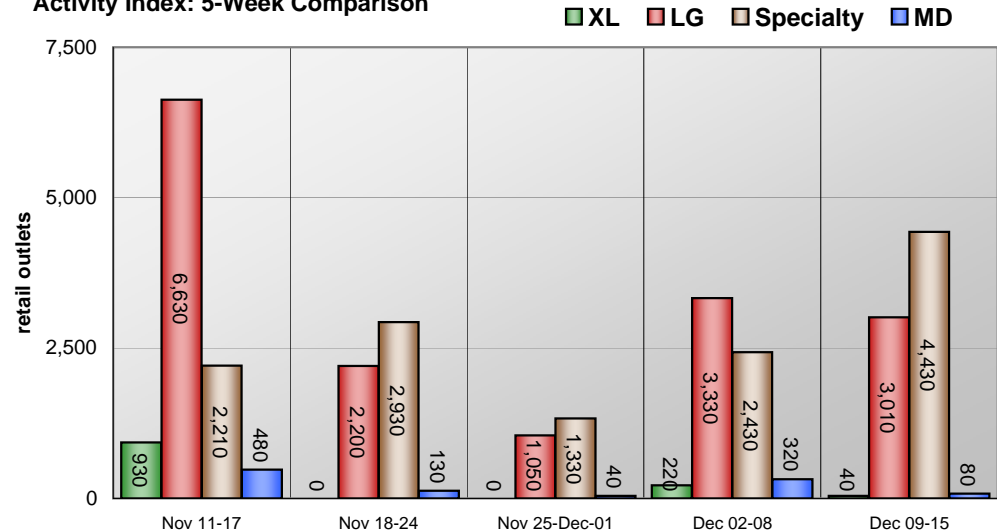
### Shell Egg Featuring - 12/09 thru 12/15

Despite a slightly lower number of stores featuring shell eggs, overall feature activity is up this week, driven by a sharp increase in specialty egg promotions, to their highest level since early November. Features of regular shell eggs are down from last week with a shift to Grade AA features at sharply higher price levels and away from Grade A features at steady to lower price levels. Specialty egg features were spread throughout the ad cycle with an increase noted towards the end of the cycle.

### Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



### Activity Index: 5-Week Comparison



### Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		34.6% of 3,800 sampled outlets Activity Index = 2,980 (includes Medium)						7.3% of 5,000 sampled outlets Activity Index = 470 (includes Medium)						34.5% of 2,400 sampled outlets Activity Index = 1,550 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.95	10	0.95				0.79 - 0.99	70	0.90				1.00	20	1.00
	White 18 pack				0.99	90	0.99												
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.79 - 1.00	220	0.97				1.00	50	1.00				0.59	20	0.59
	White 18 pack				0.89 - 0.99	190	0.97				0.99 - 1.00	130	0.99				0.99 - 1.00	240	1.00
	Brown 12 pack				1.00 - 1.99	160	1.67												
	MEDIUM	White 12 pack						White 12 pack			0.72	80	0.72	White 12 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99	50	2.99				4.00	10	4.00				4.00	280	4.00
	OMEGA-3																		
S P E C I A L T Y	White 12 pack	1.99	110	1.99	1.99 - 2.50	370	2.10										2.50 - 2.59	270	2.52
	Brown 12 pack	1.99 - 2.39	310	2.25	1.99 - 2.39	410	2.24	1.99	80	1.99							1.99 - 2.19	150	2.14
	CAGE-FREE																		
	White 12 pack																		
S P E C I A L T Y	Brown 12 pack	1.99 - 2.39	310	2.25	1.99 - 3.00	750	2.48				2.00 - 2.29	50	2.04				1.99 - 2.59	570	2.23
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		37.0% of 2,600 sampled outlets Activity Index = 1,170 (includes Medium)						46.6% of 2,000 sampled outlets Activity Index = 1,110 (includes Medium)						30.0% of 900 sampled outlets Activity Index = 280 (includes Medium)					
USDA GRADE AA	White 12 pack				0.89 - 1.00	410	0.99				1.00 - 1.99	510	1.95				0.89 - 1.00	30	0.94
	White 18 pack				0.99 - 1.00	140	1.00				0.99 - 1.50	340	1.48				1.00 - 1.99	230	1.05
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.79	40	0.79	0.49 - 0.69	150	0.52												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99	40	2.99												
	Brown 12 pack																		
	OMEGA-3																		
S P E C I A L T Y	White 12 pack				1.99	10	1.99				1.99 - 2.99	260	2.66				2.50	20	2.50
	Brown 12 pack				2.99	40	2.99												
	CAGE-FREE																		
	White 12 pack																		
S P E C I A L T Y	Brown 12 pack				2.00	340	2.00												

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

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